Home Furnishings Calendar 1950

JANUARY

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OCTOBER

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 12	COLUMBUS DAY (Thursday).		
Thursday Oct. 12	UNUSUAL ASSOCIATION OF RETAIL STORES & ART INST. As a first step in fostering fine design in home furnishings, Paine Furniture Company and Boston's Institute of Contemporary Art have associated themselves in a working relationship. The staff of the Institute's Department of Design in Industry will serve the store as consultants in the matter of product selection, will assist when required in the procurement of store personnel and will offer constructive criticism covering layout, installations and display. Store personnel will attend a series of lectures this fall to be given by Institute staff members which will conclude with a symposium entitled "Design and Paine's." Contact: Dept. of Design in Industry, Institute of Contemporary Art, 138 Newbury St. Boston 16.	INST. OF CONTEMP. ART PAINE FURNITURE CO.	BOSTON, MASSACHUSETTS
Oct. 12	TOP RETAILERS MEETING WITH N.P.A., WASHINGTON, D. C.		
Oct. 12	JUVENILE FURN. GROUP MEETING, NATL. ASSN. FURN. MFRS., VANDERBILT, N.Y.C.		
Thursday Oct. 12 Just out	NEW TYPE RADIATOR COVER A new sort of radiator cover which prevents "heat dirt" from forming on walls and curtains is made in standard widths and adjustable lengths. A deep back-panel deflects heat currents away from walls. Available in ivory or walnut. Publicity: Dave Howlett, Public Relations Assoc., 333 N. Michigan Ave., Chicago 1, Illinois.	NESCO, INC.	MILWAUKEE, WISC.
Thursday Oct. 12 Just out	NEW CAKE TIN A new cake pan especially meant for upside-down cakes and coffee rings has just been introduced. Publicity: Dave Howlett, Public Relations Associates, 333 N. Michigan Ave., Chicago 1, Illinois.	EKCO PRODUCTS CO.	CHICAGO, ILLINOIS

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 12 Just out	NEW DESK LAMP	KNOLL ASSOCIATES	601 MADISON AVENUE

A new desk lamp designed by Clay Michie has two limber elbows with swivel joints which permit free adjustment. Available through architects, decorators and designers as well as all Knoll franchised stores. May be seen in Knoll Showrooms at 21 Charles St., Boston, Mass., 160 E. Superior St., Chicago, Ill., 2909 Fairmount St., Dallas, Texas, 64 15th St., Atlanta, Georgia and at address above. Publicity: Martha Kai, Knoll Associates, TR. 9-8200.

Oct. 14-21 BALTIMORE FOOD SHOW & HOME APPLIANCE EXPOSITION, BALTIMORE, MARYLAND.

Sunday Oct. 15- Nov. 5	SCULPTURE FOR THE CONTEMPORARY HOME	DESIGN CENTER	87 MIDDLENECK RD. GREAT NECK, N. Y.

The work of Myrtle Baer, designer and sculptor, shown in contemporary furniture settings will be exhibited. Sculpture by Anita Wechsler, Sara Schack and Nora Herz will also be shown. Publicity: Harold Jaffe, Great Neck, 4-5953.

WEEK BEGINNING MONDAY, OCTOBER 16, 1950

Monday Oct. 16	HEIFETZ DESIGN GALLERY	RICH'S STORE	ATLANTA, GA.

From 60 to 80 lamps made by the Heifetz Co. plus sculpture and accessories will be highlighted at the opening of another Heifetz Design Gallery at Rich's Store for Home. The display will be divided between Rich's fifth floor lamp department and adjoining modern furniture section. Mr. Heifetz will attend the show. Publicity: Hilda Kassell, PL. 9-2917.

Monday Oct. 16 7:00 P.M.	THIRD LECTURE IN HOME FASHIONS FUTURES SERIES	HOME FASHIONS LEAGUE, INC. 441 MADISON AVENUE	FIRTH CARPET CO. 295 FIFTH AVENUE

The subject of this lecture is New Developments in Ceramics and Glass. Speakers will be Alfred Duhrssen of Commercial Decal, Inc., and Belle Kogan, designer. Tickets: $1.75. Contact: Josephine Brush, PL. 5-2276.

Monday Oct. 16 7:30 P.M.	SECOND LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

The second lecture in the Survey of Advertising Course will have as its lecturer Howard Lochrie, Director of Marketing, General Foods Corp., who will speak on Planning an Advertising Campaign. At 6:30 there will be a consultation period; at 7:00 the preliminary speaker; and at 7:30 the featured lecturer. Contact: Mabel Blake, CI. 5-4149.

Oct. 16-20 AMERICAN DIETETIC ASSN. MEETING, WASHINGTON, D. C.

Oct. 16- Oct. 20 INTERNATIONAL SILK CONGRESS.
CONTACT: G. ELBOGEN, 450 FOURTH AVENUE, MU. 4-0775.

Monday Oct. 16- Oct. 21	JAMESTOWN FALL MARKET	FURNITURE MANUFACTURERS	JAMESTOWN, N. Y.

While a number of sales representatives will be on hand on Sunday, Oct. 15, the 16th is the official opening day of this Furniture Market. A dinner for visiting buyers will be given that evening in the Crystal Ballroom of the Hotel Jamestown, and a press party, at 6:30, October 17, will be held at the Moon Brook Country Club. Contact: P. E. Denney, Furniture Manufacturers Building, Jamestown, N. Y.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 16-21	DAIRY INDUSTRIES EXPOSITION, ATLANTIC CITY, N. J.		
Oct. 16- Oct. 21	FALL GIFT AND HOUSEWARES SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		
Oct. 16-21	NEW YORK ANTIQUES FAIR. CONTACT: C.J. NUTTALL, 660 MADISON AVE.,TE.8-6830.		
Tuesday Oct. 17 9:00 A.M.- 12:00 M. Snacks	PRESS SHOWING A press showing will be given,by invitation only, of a new television-radio-phonograph unit, designed by F. B. Arthur, decorator-designer, active for years in the New York area. Publicity: Marion C. Wright, Virginia Burdick Public Relations, OR. 4-6462.	F.B. ARTHUR MODERN INTERIORS	1027 FIFTH AVENUE AT 57TH STREET
Tuesday Oct. 17 12:30 P.M.	FIRST FALL LUNCHEON Speakers at the luncheon will be Louise Yim, only Korean woman representative to the U.N., who will speak on "Korea Today", and George Fielding Elliot whose subject is "Analysis of World Situation." Contact: Mabel Blake, 1233 Sixth Avenue, New York 19, N. Y., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Tuesday Oct. 17 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW A new line of Swedish furniture made in Sweden by a group of 16 manufacturers for export to America will be shown to the press by invitation only on this date. The man responsible for this plan to join the skills of two countries is Mr. Wolfgang Thomas, president of W. Thomas & Company, Ltd., and of The Walpole Company. Spence Studios, an American design organization, was commissioned to develop designs which, while Swedish in character, would have the features and slight deviations in styling to make them saleable in this country. After the press preview the furniture will go to its own display room here and will be known as Swedish Furniture Division of the Walpole Company, 25 Huntington Ave., Boston, Mass. Laurence F. Howatt, general manager of the Walpole Co., will also supervise the New York showroom. Publicity: Alma Zaiss, PL. 9-2900.	SPENCE STUDIOS	910 FIFTH AVENUE
Tuesday Oct. 17	KATHI URBACH EXHIBIT A special promotion and display of the fiber and fabric sculpture creations and artist-designer Kathi Urbach will be featured. Miss Urbach will make a personal appearance on this date. Contact: Mrs. Rosella Adams, The Town Shop, New Bedford, Mass. Publicity: Frances Carter Scott, OR. 5-3815.	THE TOWN SHOP	NEW BEDFORD, MASS.
Tuesday Oct. 17	SCULPTURE EXHIBIT Fiber and fabric sculpture creations, as well as major exhibition pieces by Kathi Urbach, will be on display at this store. Miss Urbach will be present on Oct. 18 to explain the fine points of her unique art forms. Contact: Miss Kathleen McFarland, Tilden-Thurber, Inc., 292 Westminster St. Providence, R. I. Publicity: Frances Carter Scott, OR. 5-3815.	TILDEN-THURBER, INC.	PROVIDENCE, R. I.
Wednesday Oct. 18 12:15 P.M.	MONTHLY LUNCHEON Henry Dreyfuss will be the guest speaker at this luncheon in the Hendrik Hudson Room. Subject: The Back Door Approach to Good Taste. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 18- Oct. 20	ANNUAL NATIONAL CONFERENCE OF THE SOCIETY OF THE PLASTIC INDUSTRY, SWAMPSCOTT, MASS. PUBLICITY: LANGDON P. WILLIAMS, MU. 6-1490.		
Thursday Oct. 19- Oct. 20 12:15 P.M.- 5:00 P.M.	EXHIBIT OF FABRICS As part of the larger fashion program of these two days there will be an exhibit of silk decorative fabrics from such houses as: Greeff, Jofa, Brunschwig, Scalamandre, Schumacher, Peter Schneider and J. H. Thorp. Tom Lee is preparing all exhibits. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATL. SILK CONGRESS	WALDORF-ASTORIA
Thursday Oct. 19- Oct. 27	EXHIBIT OF TILE FIRE-PLACE AND WALL FACINGS An exhibit of tile fireplace and wall facings by Mr. Prins will be held in the Pine Room. New fireplace tiles, ten murals and plaques will be shown with mantels and modern fireplace accessories by The William H. Jackson Co. A Press Breakfast at 10 A.M. on Thursday, Oct. 19, will be held, by invitation only, to mark the opening. Publicity: Franklin Fisher & Assoc., Inc., 214 E. 41st Street, MU. 2-1983.	WARNER PRINS	ARCH. LEAGUE 115 EAST 40TH ST.

WEEK BEGINNING MONDAY, OCTOBER 23, 1950

Monday Oct. 23 7:30 P.M.	THIRD LECTURE The third lecture in the Survey of Advertising Course will have as its main speaker Ralph Smith of Duane Jones Co., Inc. His subject: The Agency's Part in Planning a Campaign. Contact: Mabel Blake, CI.5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Oct. 23-28	NATIONAL BUSINESS SHOW, NEW YORK CITY.		
Oct. 23- Oct. 28	TRADE SHOW, NATL. ASSN. OF SUMMER FURN. MFRS., AM. FURN. MART, CHICAGO. CONTACT: H. J. SEISEL, 424 MADISON AVE., NEW YORK, N. Y., EL. 5-0138.		
Oct. 23- Oct. 28	BRIDGEPORT BETTER HOMES SHOW AND EXPOSITION, BRIDGEPORT, CONNECTICUT. CONTACT: MILTON COTTLER, 220 PARK AVE., NEW HAVEN, CONNECTICUT.		
Oct. 24- Oct. 30	NATIONAL HONEY WEEK. SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON, WISC.		
Thursday Oct. 26 6:30 P.M.	RECEPTION AND DINNER A dinner for press, radio and association members, by invitation only, preceded by a reception, will be held in the Belvedere Room. Publicity: Thelma Weir, Publicity Associates, Inc., LO. 5-3210.	AM. SPICE TRADE ASSOC.	HOTEL ASTOR
Thursday Oct. 26- Oct. 27	NORTHEASTERN REGIONAL CONFERENCE A two-day conference will feature a discussion, at 2 P.M. on October 26 of "Lighting and Color." Discussion leader is George J. Taylor of Daybrite Lighting Co.; three prominent users of this type of lighting will discuss its effectiveness for merchandise display purposes. At 3:30 P.M. the same day, Myrtle Fahsbender of Westinghouse will speak on "Contemporary Lighting for Modern and Traditional Interiors." At 4:15 P.M. Lillian Eddy of General Electric will discuss "Fluorescent Lighting in the Home." Publicity: Edith L. Buchholtz, Commerical Engineering Dept., Westinghouse Lamp Division, Bloomfield, N.J., BL. 2-2200.	ILLUMINATING ENGINEERING SOCIETY	HOTEL STATLER NEW YORK, N. Y.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 26- Nov. 4	GREATER DENVER HOME SHOW, DENVER ASSN. OF HOME BUILDERS, DENVER, COLO. CONTACT: J. P. TUFTS, 738 U.S. NATL. BANK BLDG., DENVER, COLORADO.		
Oct. 28- Nov. 4	NATIONAL APPLE WEEK. SPONSOR: NATL. APPLE WEEK ASSN., INC., 154 EAST AVE., ROCHESTER 4, N.Y.		
Oct. 29- Nov. 5	NATIONAL FLOWER WEEK. SPONSOR: SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURALISTS, 600 S. MICHIGAN AVENUE, CHICAGO 5, ILLINOIS.		

ADVANCE DATES AND NOTICES

Monday Oct. 30 7:30 P.M.	FOURTH LECTURE The fourth lecture in the Survey of Advertising Course will have as its main speaker Fred B. Manchee of Batten, Barton, Durstine & Osborne, Inc. His subject: Advertising Budgets - How To Know What to Spend Where. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Oct. 30	NATIONAL BEVERAGE EXPOSITION, SAN FRANCISCO, CAL. TO NOVEMBER 2.		
Oct. 30- Oct. 31	NATL. MEETING OFFICE EXECUTIVES, HOTEL STATLER, NEW YORK, N.Y. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Oct. 31	HALLOWE'EN (Tuesday).		
Wednesday Nov. 1 Just out	NEW HOSTESS BOOK A new book, "Primer for Hostesses", by Dorothy Sara, will appear on this date. Contact: Rose Terlin, PL. 3-4700.	WOMAN'S PRESS	600 LEXINGTON AVE.
Nov. 1- Nov. 3	OFFICE MANAGEMENT SEMINAR, AM. MANAGEMENT ASSN., HOTEL NEW YORKER, N.Y.C. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Nov. 1- Nov. 7	AMERICAN ART WEEK. SPONSOR: AMERICAN ARTISTS PROFESSIONAL LEAGUE, CARNEGIE HALL, NEW YORK.		
Nov. 1- Nov. 30	INTERNATIONAL TEXTILE EXHIBITION, WOMAN'S COLLEGE OF UNIV.OF NO.CAROLINA. GREENSBORO, N.C. CONTACT: DEPARTMENT OF ART, UNIV. OF N.C., GREENSBORO.		
Monday Nov. 6 7:30 P.M.	FIFTH LECTURE The fifth lecture in the Survey of Advertising Course will have as its main speaker A. Edward Miller of Life Magazine. Mr. Miller will discuss Marketing Research - why it is used and how it is done. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Nov. 6- Nov. 9	PHILADELPHIA ANTIQUES FAIR, BELLEVUE STRATFORD HOTEL, PHILA., PENNA. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, N.Y.C., TE. 8-6830.		
Nov. 6- Nov. 9	COPLEY PLAZA ANTIQUES SHOW, COPLEY PLAZA HOTEL, BOSTON, MASSACHUSETTS. CONTACT: DOROTHY HAZEN, 660 MADISON AVENUE, N.Y.C., TE. 8-6830.		
Nov. 6- Nov. 12	WOMEN'S INTERNATL. EXPOSITION OF ARTS AND INDUSTRIES, NEW YORK, N.Y.C. CONTACT: MRS. ADELE B. SCOTT, 480 LEXINGTON AVENUE, NEW YORK 17, N.Y.		
Nov. 7	ELECTION DAY (Tuesday), LEGAL HOLIDAY IN NEW YORK STATE.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Nov. 7- Nov. 11	ANSONIA BETTER HOMES SHOW, ANSONIA, CONNECTICUT. CONTACT: MILTON COTTLER, 220 PARK AVENUE, NEW HAVEN, CONNECTICUT.		
Wednesday Nov. 8 4:00 P.M.- 6:00 P.M.	PRESS PARTY A party for the press, by invitation only, will mark the first complete presentation of four outstanding collections by George Nelson and Charles Eames. These are: a new collection of office furniture and a new installation of the Basic Storage Components, both by George Nelson; the first complete showing of the prize-winning plastic chairs and the first New York presentation of storage units, including numerous new combinations of multi-units, both by Charles Eames. The Herman Miller showroom has just been renovated under the direction of Mr. Nelson. Publicity: Bryna Samuels Spero, Alfred Auerbach Associates, CO. 5-7805.	HERMAN MILLER FURN. CO.	1 PARK AVENUE
Nov. 8- Nov. 10	SPECIAL MARKETING SEMINAR, AMERICAN MANAGEMENT ASSN., ROOSEVELT, N.Y.C. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Thursday Nov. 9	KATHI URBACH EXHIBIT To inaugurate the opening of their new Clayton store, Mermod-Jaccard-King will hold a spectacular exhibition of Kathi Urbach's art works, in addition to her fabric sculpture figurines, fiber sculptured wall paintings and murals. Miss Urbach will attend the first two days of the exhibit. Contact: Miss Helen Moore, Mermod-Jaccard-King, St. Louis, Mo; Publicity: Frances Carter Scott, OR. 5-3815.	MERMOD-JACCARD-KING	ST. LOUIS, MO.
Nov. 9-18	CLEVELAND FOOD & HOME SHOW, CLEVELAND, OHIO.		
Nov. 10- Nov. 11	OHIO CERAMIC INDUSTRIES ASSOCIATION TRADE SHOW, DESHLER-WALLICK, COLUMBUS, OHIO. CONTACT: H. E. NOLD, OHIO STATE UNIV., COLUMBUS 10, OHIO.		
Nov. 12-20	BEAUMONT HOME SHOW, BEAUMONT, TEXAS.		
Monday Nov. 13- Nov. 15	TROPHIES TO BE AWARDED During the three day annual meeting the GMA 1950 Life Line of America Trophies will be presented to the Woman Editor of the food page of a newspaper and the Woman Radio Broadcaster who have made the most distinguished contribution toward a better understanding on the part of their public of the line of essential processes between food in the field and food on the table. Publicity: Dorothy Creig, Flanley & Woodward, 30 E. 40th Street, New York 17, N.Y., MU. 3-3928.	GROCERY MFRS. OF AMERICA	WALDORF-ASTORIA NEW YORK, N.Y.
Nov. 13- Nov. 15	INSURANCE SEMINAR, AM. MANAGEMENT ASSN., KNICKERBOCKER HOTEL, CHICAGO, ILL. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Nov. 13- Nov. 16	NATL. MILK PRODUCERS FEDERATION, HOTEL NICOLLET, MINNEAPOLIS, MINN. CONTACT: C. H. HOLMAN, 1731 EYE ST., N.W., WASHINGTON, D.C.		
Nov. 13-16	NATL. ASSN. OF BEDDING MFRS. CONFERENCE, CHICAGO, ILLINOIS.		
Nov. 13-18	EASTERN STATES ANTIQUES FAIR, WHITE PLAINS, NEW YORK.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 15	ANNUAL MEETING AND LUNCHEON	UPH. & DRAPERY FABRICS MFRS. ASSN.	WALDORF-ASTORIA NEW YORK, N.Y.

The annual business meeting and luncheon of this association, for members only, will be an all day session. Contact: J. L. Fri, 500 Fifth Avenue, N.Y.C., LO. 5-1399.

Thursday Nov. 16-Nov. 17	CONFERENCE AND LECTURES	TEXTILE RESEARCH BUR. 10 EAST 40TH ST.	WALDORF-ASTORIA NEW YORK, N.Y.

A two-day conference on textiles will feature a scientific session on Thursday, Nov. 16, and a popular session on Friday, Nov. 17. Speakers on Thursday will be Professor W.E. Morton, College of Technology, Manchester, England, who will speak on the "Spinning Value of Raw Cotton," and Professor A.B. Steakman, of the Dept. of Textile Industry, Leeds University, Leeds, England, whose subject will be the "Plasticity of Wool." Various American scientists will also speak. On Friday the luncheon speakers will be Floyd W. Jefferson of Iselin-Jefferson, G.P. Fulton of the Natl. Institute of Cleaning and Dyeing, J.B. Goldberg of J.P. Stevens Co., Giles E. Hopkins of the Wool Bureau, G.A. Johnson of the American Institute of Laundering and Donald H. Powers of William R. Warner Co. Tickets are $8 for each session which includes the cost of the luncheon. Open to all who are interested. Contact: Mr. P.A. Alford, Jr., Princeton, New Jersey.

Friday Nov. 17 4:00 P.M.-5:00 P.M.	INFORMAL RECEPTION SPEECH AND EXHIBIT	OHIO STATE ARCHAEO-LOGICAL & HISTORICAL SOC.	OHIO STATE MUSEUM COLUMBUS 10, OHIO

As an introduction to a one-man display of Heifetz lamps, mobiles, abstract sculptures and accessories, an informal tea and reception will be held in the afternoon so that members may meet Mr. Heifetz. At 8 P.M. Yasha Heifetz will deliver a lecture on lighting in the contemporary home. The exhibit will open to the public on Nov. 18 and close Jan 14. Hours: 8 A.M. to 5 P.M. six days a week. Sundays and Holidays from 2 to 5 P.M. Publicity: Hilda Kassell, PL. 9-2917.

Tuesday Nov. 21	ANNUAL MEETING	CARPET INSTITUTE, INC.	WALDORF-ASTORIA

The annual meeting and luncheon of the Carpet Institute has been postponed until November this year because the Institute is participating in the Amos Parrish Store Operations Conferences for Retail Management in Western and Southern cities during October. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.

Nov. 23 THANKSGIVING DAY (Thursday).

Nov. 24 FOOD AND HOUSEHOLD SHOW, LOS ANGELES, CALIFORNIA.

Nov. 24-Nov. 29 ELECTRICAL & HOME APPLIANCE SHOW, SAN DIEGO, CALIFORNIA.
CONTACT: C.C. CHAMBERLAIN, GAS & ELECTRIC BLDG., SAN DIEGO, CALIFORNIA.

Nov. 27-Nov. 30 WALLPAPER WHOLESALERS ASSN. MEETING, NEW YORK CITY.
CONTACT: MISS C. TRIFIELD, 1421 CHESTNUT ST., PHILADELPHIA 2, PENNA.

Nov. 28 INDUSTRIAL RELATIONS CONFERENCE, WILLIAM PENN HOTEL, PITTSBURGH, PENNA.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Oct. 12 Just out	1950 XMAS CARDS	METROPOLITAN MUSEUM	FIFTH AVE. & 82ND

Priceless masterpieces from the Metropolitan's collection are the source for their new series of 31 Christmas cards now on sale at the Art and Book Shop of the Museum. Catalogue available upon request. Publicity: Lillian Green, TR. 9-5500.

Friday Oct. 13 8:30 P.M.-10:30 P.M.	PREVIEW OF EXHIBIT	WALKER ART CENTER	MINNEAPOLIS, MINN.

A new exhibition of American Painting will be previewed at this time. There are 118 paintings on display. The exhibit will be open to the public from Oct. 15 through Dec. 10. Contact: Walker Art Center, Minneapolis, Minnesota.

Friday Oct. 13-Dec. 8	CONTEMPORARY DESIGN SHOW	MEMORIAL ART GALLERY	ROCHESTER, N.Y.

In connection with the centennial celebration of the University of Rochester, an exhibition of contemporary design in furniture, textiles, lamps accessories and architecture will be held. Roger Sheppard, architect, and Gale Kidd, textile and interior designer, planned the show to stimulate interest in and appreciation of modern furniture. Local stores have contributed pieces from well-known modern furniture houses. The exhibit will be pointed up by a complete parlour and dining room of the 1850 era, furnished with objects loaned by owners in the area. Contact: Gertrude H. Moore or Isabel C. Herdle, Memorial Art Gallery, Rochester, New York.

Saturday Oct. 14-Nov. 3	BLACK AND WHITE EXHIBIT	SALMAGUNDI CLUB	47 FIFTH AVENUE

An exhibition of etchings, lithographs, serigraphs, block prints and drawings will be open daily from 12:30 to 6 P.M. and from 2 to 6 P.M. on Sundays. Contact: A. Henry Nordhausen, GR. 3-5870.

Wednesday Oct. 18 2:30 P.M.	LECTURE ON SCOTTISH GARDENS	HORTICULTURE SOCIETY OF NEW YORK	COLLONNADES BALLROOM ESSEX HOUSE

Miss Alice Chauncey, color photographer, naturalist and gardener, will give an illustrated lecture on Scottish Gardens. Admission free to the public. Contact: R. B. Farnham, PL. 7-0915.

Friday Oct. 20-Dec. 3	TWO THOUSAND YEARS OF SILK	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET

"The World of Silk" exposition shows the development of the art of silk weaving from its origins in Ancient China to the early 20th Century. Some 400 examples from the museum's excellent silk collection will be shown. The press is invited to preview the exhibit on Friday, Oct. 13 from 10 A.M. to 4 P.M. Delegates to the 2nd International Silk Congress may preview the exhibit, by invitation only, on Wednesday, Oct. 18 from 5 to 7 P.M. Members of the Museum, by invitation only, may see the exhibit on Oct. 19 from 8:30 to 11 P.M. Publicity: Lillian Green, TR. 9-5500.

Friday Oct. 27-Oct. 29	CHRYSANTHEMUM SHOW	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.

During these days the National Chrysanthemum Society will stage a show. A series of free Saturday afternoon programs at 3:30 P.M. in the Museum Building will be held from September 30 to December 2. Publicity: Dorothy E. Hansell, LU. 4-8500.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS (Continued)

Sunday Oct. 29-Dec. 3	15TH CERAMIC NATIONAL This exhibition, an open competition, is sponsored jointly by the Syracuse Museum and the Onondaga Pottery Company. It includes pottery, ceramic sculpture and enamels. A preview-reception will be held on Saturday evening, October 28. Contact: Anna Wetherill Olmsted, Director, Syracuse Museum of Fine Arts, Syracuse 3, N.Y.	MUSEUM OF FINE ARTS	SYRACUSE, N.Y.
Nov. 9-Nov. 11	AUTUMN EXHIBITION, HORTICULTURAL SOC. OF N.Y., THE ESSEX HOUSE, N.Y.C. CONTACT: R. B. FARNHAM, PL. 7-0915.		
Wednesday Nov. 22-Jan. 28	GOOD DESIGN EXHIBIT An exhibit of the best designs in home furnishings during 1950 will go on view at this time. Publicity: Betty Chamberlain, CI. 5-8900.	MUSUEM OF MODERN ART	11 WEST 53RD STREET

TELEVISION NEWS

Sunday Oct. 15	FIRST CUBAN TV STATION On this date the first Cuban television station will commence operation. Contact: Senor Gaspar Pumarejo, Union Radio-Television S.A.,Havana,Cuba.	UNION RADIO-TELE. S.A.	HAVANA, CUBA

EDITORIAL REQUIREMENTS

For Anchor Features, Inc., Suite 201, 170 Broadway, New York 7, N.Y.

This organization is interested in receiving any information and photographs relating to any aspect of the home. Their market is mainly in the western part of Europe and in South America. Photographs should be 8x10 glossies; color transparencies should be $2\frac{1}{4}$x$2\frac{1}{4}$ or larger. Address B. Rivlin, Editor Anchor Features.

For Alexander Smith News, 295 Fifth Avenue, New York 16, N.Y.

This house organ, which reaches approximately 8000 people, has recently started a Women's Page and can use glossy prints and material on fashion, food and cosmetics. Send material to Emily Purcell, Product Publicity Manager, Alexander Smith & Sons Carpet Co.

PERSONNEL CHANGES AND ADDITIONS

Will subscribers having a List of Editors please make changes below:

Better Living, 230 Park Avenue, New York 17, N.Y.

This new magazine, backed by McCall Corporation and endorsed by the Super Market Institute, will appear immediately after the first of the year. Christine Holbrook, formerly an editor of Better Homes and Gardens, is the new editor-in-chief of this new publication. Distribution will be through independent super markets.

Better Homes and Gardens, Des Moines, Iowa.

Florence Byerly, who has been associate editor, will take Christine Holbrook's place as home furnishings editor.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, $30; six months, $18; three months, $10; single copy, $1.